

Message Text

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15

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 NEA-09 RSC-01 DRC-01 /023 W
----- 089368

P R 200840Z JUN 74

FM AMCONSUL ISTANBUL
TO USDOC WASHDC PRIORITY
AMCONSUL GENEVA PRIORITY
INFO AMEMBASSY ANKARA
SECSTATE WASHDC 5268
AMCONSUL IZMIR

UNCLAS ISTANBUL 1700

E.O. 11652: N/A

TAGS: BEXP, TU

SUBJECT: 1974 IZMIR FAIR - TIMEX PARTICIPATION

1. IN ANTICIPATION OF AGENCY AGREEMENT UNDER NEGOTIATION BY LOCAL FIRM WITH TIMEX CORPORATION, WE REQUESTED AND RECEIVED FROM MINISTRY OF COMMERCE \$50,000 QUOTA FOR WRIST AND POCKET WATCHES FOR 1974 IZMIR INTERNATIONAL FAIR. WE NOW INFORMED THAT AGENCY AGREEMENT HAS NOT BEEN CONCLUDED. HOWEVER, WE WANT TO ENCOURAGE TIMEX TO UTILIZE THIS QUOTA BECAUSE THERE IS GOOD REASON TO BELIEVE THAT TIMEX COULD BREAK THE VIRUTAL SWISS MONOPOLY ON WATCHES IN THIS MARKET AND BECAUSE SALES PROSPECTS IN THIS FIELD HAVE EXCELLENT POTENTIAL. WE UNDERSTAND THAT TIMEX EUROPEAN REP IN MONACO IS ENTHUSIASTIC ABOUT PROSPECTS FOR SALES IN TURKEY. EVEN THOUGH TIMEX CURRENTLY NOT REPRESENTED IN TURKEY, US PAVILION MANAGER CAN ARRANGE FOR APPROPRIATE DISPLAY AND SUITABLE ATTENDANT DURING ONE MONTH PERIOD OF FAIR BEGINNING AUGUST 20. HE HAS, IN FACT, MADE SIMILAR ARRANGEMENTS IN PAST FOR OTHER FIRMS NOT REPRESENTED IN TURKEY.

2. ACTION REQUESTED FROM USDOC. CONTACT TIMEX CORPORATION, 37516 PARTICIPATE WITH ATTRACTIVE DISPLAY AND REPRESENTATIVE SAMPLE OF THEIR PRODUCTS. APPROXIMATE COST WOULD BE: (1) REGISTRATION FEE OF \$222, (2) PARTICIPATION FEE: 3 PCT OF QUOTA WHICH WOULD BE \$1,500. IN ADDITION TO MAKING POINTS CONCERNING MARKET POTENTIAL, USDOC SHOULD ALSO POINT OUT THAT DISPLAY AT IZMIR FAIR WOULD OFFER UNCLASSIFIED

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TIMEX OPPORTUNITY TO SELECT SUITABLE AGENT, IN WHICH CONGEN WOULD DO

ALL POSSIBLE TO ASSIST.

3. ACTION FOR GENEVA: APPRECIATE YOUR PASSING ABOVE INFORMATION
TO MR. R.L. MAKI, VICE PRESIDENT MARKETING, TMX INTERNATIONAL
S.A., P.O. BOX 105, LAUSANNE 6, SWITZERLAND.
MACE

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NNN

Message Attributes

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Disposition Event:
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